

Champlain Regional College

St. Lambert-Longueuil Campus

Media Theory 520-576-79

Introduction to Communications

Winter Semester, 1992.

Monday 3 - 6 p.m.

Instructor: Lorna Roth

Office: Room G-240

Phone number: 672-7360; 482-4421

Course Objectives:

This course will introduce students to the key principles of interpersonal and mediated communication theories and practices. The aims of the course are:

- 1) To provide students with a critical and cross-cultural perspective on their own and others' verbal and nonverbal communications patterns;
- 2) To show students that media are socially constructed by analyzing their structures, functions, roles, and historical place in Western society in the late twentieth century;
- 3) To provide students with a range of critical questions and tools necessary to deconstruct a media text of their choice;
- 4) To highlight the relationships between culture(s) and private/public communications.

Texts:

Most of the readings for this course will be from the required text **Between the Lines** by Eleanor MacLean (Montreal: Black Rose Books, 1981). Other course readings will include photocopied articles and book chapters. You will also be given **viewing assignments** - of current films, television programs, posters, billboards, etc. and **listening assignments** of current (Montreal) radio programs and

popular music texts.

Methodology:

Fifteen three hour classes will be given. Each student will be expected to participate actively in discussions, communications exercises, screening analyses, and project presentations.

Weekly assignments will consists of readings, journal-writing, and media assignments (critical or creative).

**ALL FINAL PROJECTS AND PAPERS MUST BE TYPED OR
ELSE THEY WILL NOT BE ACCEPTED.**

Marking Procedure:

1. You will be expected to keep a **media journal** which must be **submitted to me once** during the term. In this journal, you are expected to **monitor and analyze all of the media you consume for a period of 3 days**. You are to note briefly the content of the media texts, as well as your reactions to them, outline your critical evaluation of it, i.e. your comments about its production qualities and your opinion of its function within the larger media systems operational in Montreal. More specific directions will be given in class. The journal submission will be worth **15%** of your final mark.
2. You will be given **2 projects** during the term each worth **25%**. One will be a **research essay**, the other will be your production of the exact, same message using three different media forms. You will be encouraged to do as much original work as possible in these projects. **(25% x 2 = 50%)**
3. There will be a **short mid-term exam on the readings** worth **20%**.
3. The remaining **15%** of your final mark will be composed of **class presentations, short assignments, and class participation. (15%)**

Evaluation Criteria:

Marks will be based on:

1. Your active involvement and participation in the class.
2. Quality of writing and ability to synthesize the readings and discussions.
3. Demonstration of development of critical analytic skills through written and oral expression of your ideas.

Student Responsibilities:

1. Attendance at all classes is mandatory as each class evolves naturally from the previous ones. Class discussion and participation in activities and screenings are also an important and integral part of each session. Missing 3 or more classes is grounds for failing the course.
2. Please arrive on time. ALL STUDENTS WHO HABITUALLY ARRIVE LATE, LEAVE EARLY OR MISS CLASSES WILL BE PENALIZED.
3. Students are expected to take notes on the class lectures and the media used as examples in class. If a class is missed, the student is responsible for getting the information concerning lectures, assignments, etc. Absence is not an excuse for not doing the work.
4. All assigned work (weekly and major projects) must be completed in order to pass the course. No incompletes will be given.
5. Late projects will be penalized, thus efficient planning is essential. ALL PROJECTS AND PAPERS ARE DUE ON THE ASSIGNED DATE UNLESS OTHERWISE CHANGED IN ADVANCE WITH THE PERMISSION OF THE INSTRUCTOR.
6. PLAGIARISM (presenting ANOTHER author's work as your own) WILL RESULT IN A FAILING GRADE.

If you copy anything directly from a text, handouts, or reference material (even if you paraphrase a little bit by changing a few words, or the order of the sentences) without properly quoting and citing the source(s), you will be given a zero (0) for the particular assignment. No rewrites will be given.